

# ONTARIO ARGUS

PUBLISHED EVERY THURSDAY

Entered in the postoffice at Ontario Oregon, for transmission through the mails as second-class matter.

M. E. BAIN, Publisher.

## What Advertiser Should Aim to Do.

The first question, which every advertiser should ask is, "What am I trying to accomplish?" Most business men would say that the obvious answer is, that they are trying to get more business.

That is true, as far as the present is concerned. But, if advertising were measured only for what it can do for the one year, it would be, in many cases a poor investment. What you are really trying to accomplish, is to make the essential acts, with regard to your business, a part of the ordinary fund of knowledge of every one in the community, state, or the whole country, as the case may be, from which you expect to draw trade. Your advertising should make your business so favorably known that when the time comes to buy something you sell the average person in your community will think of you first and feel that he would prefer to buy it from you.

This can only be done by continuous and persistent advertising. In this sense, circulars are not advertising. A catalogue is not advertising. Even personal solicitation, however effective, is not advertising. Neither is a card in a newspaper once in a while in this sense advertising. If a young man walks in one door of a college and walks out of the other, he has not received a college education. Neither does the sending of a few circulars, or an occasional newspaper advertisement constitute an advertising campaign.

A young man learns Greek by going in his Greek class from three to five times a week. Looking at a Greek book once in a while does not teach him Greek. Continued and irregular repetition is the method employed in college. Advertising depends on exactly the same foundation. The public will become most thoroughly acquainted with your business by seeing its advertisement in a newspaper day after day.

Don't expect too much from your first few months' advertising. Any more than you expect three months of college to give a high school boy a complete education.

There is no less certainty in the results from newspaper advertising than the results of sending a student to college. The uncertainty is not in the college, but in the young man and the regularity of his attendance. The uncertainty of newspaper advertising is the copy and the regularity with which it appears. Results come in exactly the same process, which is a psychological process, in both cases.

Miss Eleanor Wilson's trousseau includes 19 hats and 44 gowns. Isn't this calculated to cause some of the homespun Democrats to doubt the president's Jeffersonian simplicity?

President Wilson and the democrats in congress have sidetracked the rural credits bill for this session. They do not want the farmers to have cheap money. Evidently they do not consider they have handicapped the farmer enough by placing everything he produces on the free trade list, and placing a tariff on everything he buys.

## Got In a Rut.

We believe that expresses the condition of many people, they have got the habit of complaining about business and are keeping it up, but the evidence is against them.

The receipts of the Oregon Short Line at Ontario for the month of April this year were \$1500 more than for the same month last year. That can mean but one thing, the merchants of Ontario are selling more goods than they did one year ago. It is probably true that there are instances where a store is running behind last year, but for the city the business is greater.

If you are not doing your share of the business you had better do a little advertising and let the buyers know that you will appreciate part of their trade, also that you are still in business and have something to sell.

The town has been overrun this week with tramps, who have been stealing about everything in sight. A barrel of beer was taken from the Carter house ware house, chickens and other things are also reported missing.

# FRUITLAND NEWSLETS

Mr and Mrs Morelands little girl was badly bitten by Mr Madson's dog Sunday, while swinging in the yard with Mr Madson's little daughter. The dog was killed at once.

The school at New Plymouth closed this week. There were six graduates from the high school.

Mrs Gladish is enjoying a visit from her mother.

J M Davis met with a serious accident Saturday while he was leading his horses, they knocked him down by running against him, then tramped him. He was confined to his bed for a few days but is getting along real well.

Ralph Makinson has gone to Ironides to stay a few days at the new home of his cousin, Chas. Boor.

The high school team went to Vale Saturday to play with the high team of that place. Several men from here accompanied the boys, the score was 13 to 3 in favor of Fruitland.

The juniors gave a banquet in honor of the senior class last Friday evening at the home of Miss Olive Hunter. There were twenty two present and the evening was greatly enjoyed by all.

The death of John Neal Sunday morning at 10 o'clock, at the home of his daughter, Mrs. E M Williams of Fruitland, caused many a pioneer of early days a pang of sorrow and regret, as he with his family lived continuously in Payette valley at their old homestead near New Plymouth since 1873. The deceased was born in Little Rock, Ark., Dec 25, 1836, and was a veteran of the civil war. A number of the G. A. R. of Caldwell attended and took part in the funeral service, which took place at the home at 11 o'clock Tuesday, conducted by Rev. P M Smock of the Baptist church of New Plymouth, of which the departed was a faithful member since its organization. His faithful wife died just two years ago to the day with less than twenty four hours difference in time and he was laid by her side in Park View cemetery, New Plymouth. He leaves to mourn his loss, two sons, Isaac Neal of Emmett and Johnny Neal of New Plymouth, and five daughters, Mrs. Ritchie of Cambridge, Mrs. Youtsler of Nyssa, Mrs. Clement of Notus, Mrs. Williams of Fruitland and Mrs. Branham of New Plymouth, also a stepson, W. C. Lankey of Auburn, Oregon.

Grant Gardner received the silver medal given by the W. C. T. U. Tuesday evening at the Methodist church.

The surprise party given at the Caldwell home for Mrs C. Stout last Wednesday evening was a success in every way. There was quite a number present and had a jolly time.

Miss Jessie Talbott entertained the teachers at the home of her sister near New Plymouth Saturday evening.

W. J. Selbey and family left last week for Eagle where Mr. Selbey bought a store. We are sorry to lose them but wish them success in their new home.

Mr. and Mrs. Andy Johnson will occupy the house vacated by Frank Barnard.

Mr. and Mrs. Holenbeck are the proud parents of a baby boy born Thursday May 14.

Mr. Boomer got severely hurt by one of his fine horses jumping on him while trying to get it out of the wire.

Mrs Yockey, Mrs. Plack, Mrs. Weir, Mr. Homan and Mr. Hansen were among those who went from here to attend the Sunday School Convention at Weiser the first of the week.

Next week is commencement week with Fruitland high school and the close of a successful school year. Sunday evening baccalaureate services will be held in the Baptist church, the sermon to be delivered by Rev. J. J. Tickner. Wednesday night will be class night, a fine program having been arranged, consisting of music and songs, reading of class will and orations by the seniors. Friday night is commencement. The

address is to be given by Rev. George R. Varney of Caldwell. The salutatorian is Miss Fern Linck, and the valedictorian, Wilbur Bollinger. Presentation of diplomas by the president of the board of education will be made to the senior class as follows: Wilbur and Wilma Bollinger, Alice Perry, Hazel Smith, Fern Linck, Alice Wheelodon, Grant Williams, Earl Schmidt, Lewis Russell and Esther Johnson.

Last Friday night was the third annual junior-senior banquet, which was the most elaborate and dignified event of the school year. The banquet was held at the E. E. Hunter home and was served in six courses. The table and dining room decorations were in purple and white, the senior class colors. The parlor and hall were in purple and gold, the junior colors. Dainty program and menu cards at each plate were hand painted in the class flower, the white rose. Covers were laid for 24, which included the two classes and faculty. Many excellent toasts were responded to by students and teachers. Miss Irma Deat acting in the capacity of toastmistress.

Prof. M. M. McIntosh, the past two years principal of the Midvale High School, will leave Saturday for Fruitland, from whence, after spending a few days, he will go east and take a summer course at one of the leading colleges. Prof. McIntosh and his wife have secured positions as teachers of the Fruitland schools, he as principal of the High School and Mrs. McIntosh as teacher of one of the grades. Mrs. McIntosh, who is now at her home in Pennsylvania, will remain there until time to go to Fruitland to teach. In the removal of Mr. and Mrs. McIntosh, the Midvale schools lose two efficient and earnest teachers and estimable young people. The many friends that they made during their stay here will wish them success in their new location. —Midvale Reporter.

## HARNEY COUNTY NEWS

J. F. Mahown was in the city early this week on business. He reports a very successful lambing season, saving a big per cent of his increase as the weather has been fine for lambing. He informs us he has disposed of some 1700 head of yearlings at \$35.00 per head to be delivered after shearing.

John Gillerist, for 28 years in the employ of the P. L. S. Co., has resigned his position as general manager of that big corporation and left here Tuesday for his home in Oakland, California. Mr Gillerist was one of the best known stock men in all of Eastern Oregon, Nevada and California. His many years with the Pacific Live Stock Co in this territory brought him in touch with many people who had learned to respect his judgement in his line of business. There is genuine regret expressed among his many friends in this section that he has resigned and will devote his time to his own affairs in California where he owns a nice home and a large vineyard. —Burns Herald.

## Wool Clip.

(Continued From First Page) held their wools for sales and gotten the stuff together in local ware houses that they would have had from one to two cents per pound more all the way through.

From careful investigation of conditions in the past we have always understood that on a rising market the growers will not hold their wool awaiting sales dates but if any of the buyers will follow them into the country and offer them a price that is not within a cent or so of the market value but an increase over the previous year's prices they will sell it.

This has been a very prosperous year for the sheep raisers as they had a good winter for their business, wonderfully large crop of lambs and to-day there is more grass on the ranges than there has been for many years at this time of the year. This week there has been some buyers all through the Steins Mountain Country and at last reports they are picking up a great deal of the wool that is being shorn and some that is still on the sheep.

There is no business that needs a selling organization as badly as does the sheep industry and it is conceded by observing people that had the growers consolidated on some plan of selling their wool a good many thousands of dollars would have been added to the revenue this year.

Dipping for exposure to scab is in full progress and while this is costing the sheep men some money it is believed that it will be to a good advantage of ridding the sheep from any ticks and will build them up so that they will go through the summer and be in better shape than ever before.

## Dr. W. G. Howe DENTIST

Telephone No. 732 First National Bank Bldg.

## DRS. PRINZING & WEESE

Ontario, Oregon  
Office in New Wilson Block.

## DR. D. C. BRETT DENTIST

Office 2nd door east of Ontario Pharmacy on Nevada Avenue Near R. R. Depot

## MCCULLOCH, & WOOD LAWYERS

Rooms 1-2-3 First Nat'l Bank Bldg. Ontario, Oregon

## OSTEOPATHIC PHYSICIANS

DR. HARRIET SEARS  
DR. PAULINE SEARS  
Graduates American School of Osteopathy, Kirksville, Mo.  
Wilson Block  
Telephone 154 Bldg.

## H. H. WHITNEY

PHYSICIAN and SURGEON  
Office in I. O. O. F. Bldg.,  
ONTARIO, OREGON

## C. MCGONAGILL

ATTORNEY AT LAW  
Will Practice in all Courts  
Notary Public. Office over Postoffice

## REX MARQUIS

STOCK INSPECTOR OF MALHEUR COUNTY

## DEPUTIES:

W. H. Cecil, Ontario.  
Ben Brown, Vale.  
C. C. Morton, Old's Ferry.  
N. O. White, Weiser Bridge.  
J. E. Holly, Riverview.  
Abe Denny, Jordan Valley.  
Joe Bankoff, McDermitt.  
J. Boydell, Nyssa.  
W. H. McWilliams, Juntura.  
Wm. Kine, Harper.

## Notice to Creditors.

Notice is hereby given that the undersigned has been duly appointed administrator with the will annexed of the estate of Thomas Harned, deceased, by the County Court of the State of Oregon for the County of Malheur. Any and all persons having claims against the said estate are hereby notified to present the same to the undersigned administrator at Westfall, Oregon, or to his attorneys, McCulloch & Wood, at Ontario, Oregon, within six months from the date of the first publication of this notice.

Done and dated and first published this 14 day of May, A. D. 1914.

HENRY A. HYDE,

Administrator with the will annexed of the estate of Thomas Harned, deceased.

01615

NOTICE FOR PUBLICATION.  
U. S. Land Office at Vale, Oregon, May 13, 1914.

Notice is hereby given that Robert McKinney, of Ontario, Oregon, who, on November 8, 1910, made Homestead entry No. 01615, for the SW 1/4, Section 33, Township 17 S., Range 46 E., Will. Meridian, has filed notice of intention to make final three year Proof, to establish claim to the land above described, before the Register and Receiver of the United States Land Office, at Vale, Oregon, on the 15th day of June, 1914.

Claimant names as witnesses: S. D. Moore, Albert Worth, Frank Welch, and O. A. Koschnick, all of Ontario, Oregon.

BRUCE R. KESTER, Register.

## Warrant Call.

Notice is hereby given that I have funds on hand to pay all General Fund Warrants ordered not paid for want of funds.

Interest ceases May 5th, 1914.  
Dated at Vale, Oregon, this 24th day of April, 1914.

J. R. WEAVER,  
County Treasurer.

Louis Hurtle is prepared to sharpen your shears for ten cents and guarantees satisfaction.

## NOTICE

THE ONTARIO MARKET has the Exclusive Agency of the Weiser Creamery Butter selling now at 30 cents per pound

## 200 Acres for Sale OR TRADE

Fifty acres has been seeded to alfalfa. Some buildings. All under fence. Railroad line through tract. On Snake river. Well drained bench land. Electric pumping plant can be installed for \$12 per acre. Will cut up to suit buyer.

Address Box 128, Ontario, Oregon



Urban and interurban men find the Ford a faithful friend. For the quick trip into town—for the leisurely ride through country-side—for business—for pleasure—anywhere—everywhere—the Ford serves best. And it's light, rigid, dependable and economical.

Five hundred sixty-nine dollars is the price of the Ford runabout; the touring car is six nineteen; the town car eight nineteen — f. o. b. Ontario, complete with equipment. Get catalog and particulars from

## Ford Garage Ontario

## Cream all gone?



There is more at Boyer's in

The newest in Men's Footwear  
The newest in Men's Summer Hats  
The newest in Men's Ties  
The newest in Men's Shirts

Let us show you. You will be pleased

Boyer Bros. & Co.